1.   A method of distributing on-line ancillary content, comprising:

associating a password with a literary work;

setting a predetermined access limit to the password;

in response to receiving the password on-line, verifying that the

5   predetermined access limit is unexpired; and

in response to the limit being unexpired, providing on-line ancillary

content associated with the literary work.

2.   The method of claim 1, wherein associating the password with the literary work

comprises associating the password with a book.

3.   The method of claim 2, wherein associating the password with the book further

comprises:

defining a plurality of assigned passwords for the book; and

affixing a selected one of the assigned passwords to a copy of the book.

4.   The method of claim 2, wherein the book comprises a plurality of copies of a

textbook and at least one on-line portion reference in each copy. The method further

comprising:

maintaining access to at least one on-line portion when the reference

5   becomes obsolete; and

in response to receiving the obsolete reference, providing the on-line

content.

5.   The method of claim 1, wherein the ancillary content includes a subset of unrestricted content, the method further comprising:

in response to the limit being expired, providing unrestricted content associated with the literary work.

6.   The method of claim 1, further comprising:

communicating on-line feedback regarding the literary work between at least two users selected from a group consisting of users of the literary work, educators evaluating the literary work, and originator of the literary work.
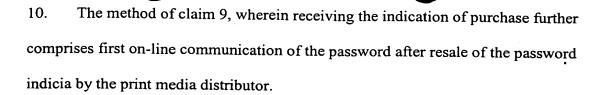
7.   The method of claim 1, wherein setting the predetermined access limit comprises setting an expiration date.

8.   The method of claim 7, wherein setting the expiration date of the predetermined access limit for the password further comprises:

receiving an indication of purchase of a password renewal; and

calculating the expiration date based on a predetermined interval from receipt of the indication of purchase.

9.   The method of claim 8, wherein receiving the indication of purchase further comprises:

selling a password indicia to a print media distributor of the literary work.

10.   The method of claim 9, wherein receiving the indication of purchase further comprises first on-line communication of the password after resale of the password indicia by the print media distributor.

11.   The method of claim 8, wherein receiving the indication of purchase comprises:

electronically debiting an on-line purchase medium.

12.   The method of claim 1, further comprising:

tracking on-line interaction with the on-line ancillary content associated with the literary work.
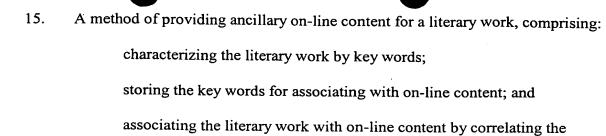
13.   The method of claim 12, further comprising:

communicating statistical data regarding on-line interaction with a selected one of a group consisting of an interactive classroom moderator, an originator of the literary work, and a third-party on-line content provider of the ancillary content.
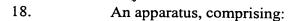
14.   The method of claim 1, wherein setting the predetermined access limit to the password further comprises:

defining a plurality of access classes, each class assigned to a subset of the on-line ancillary content associated with the literary work; and

in response to a selection by a password holder of one of the access classes, limiting on-line access to the respective subset.
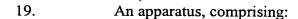
5

15.   A method of providing ancillary on-line content for a literary work, comprising:

characterizing the literary work by key words;

storing the key words for associating with on-line content; and

associating the literary work with on-line content by correlating the

5   stored key words with the on-line content.

16.   The method of claim 15, wherein characterizing the literary work

comprises identifying key words in a meta tag.

17.   The method of claim 15, wherein correlating the stored key words with

on-line content further comprises key word searching on-line news content.

18.   An apparatus, comprising:

a memory;

a program, resident in memory, the program configured to associate a
password with a literary work, to set a predetermined access limit to the password, to
verify that the predetermined access limit is unexpired in response to receiving the
password on-line, and to provide on-line ancillary content associated with the literary
work in response to the limit being unexpired.

19.   An apparatus, comprising:

a memory;

a program resident in memory, the program configured to access a characterization of a literary work to an on-line user request for on-line content for a

5   literary work, to associate on-line content to the characterization, and to provide the on-line content to the user.